



***eHealth Initiative
Fourth Annual Conference***

October 11, 2007



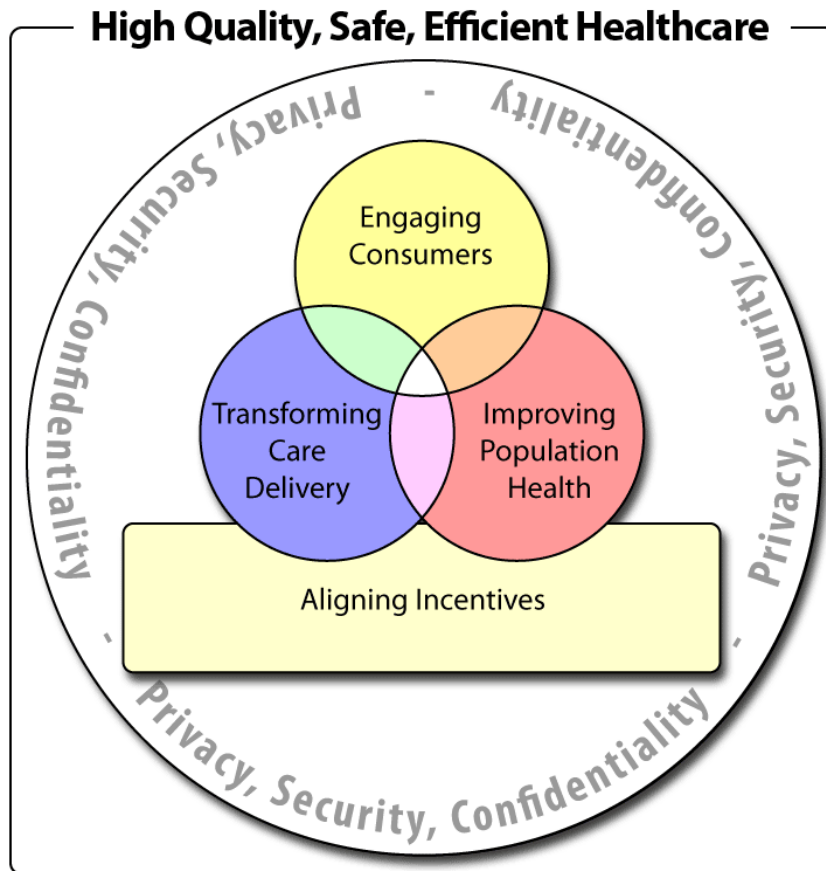
- **A plan for action at the national, state and local levels that represents consensus among multiple stakeholders in healthcare on**
 - shared vision, set of principles, strategies and specific actions (including timelines)
 - for improving health and healthcare through information and information technology.

- **Broad recognition of the need for health IT to address the many challenges in healthcare system**
- **Significant environmental change; multitude of activities at the national, state, local levels**
 - Hard to keep track and make sense of what should be done.
- **Blueprint designed to address the need for**
 - Leadership
 - Coordinated action
 - Common agreement
 - Clarity regarding the incremental steps needed to transform healthcare
- **Blueprint offers practical guidance on principles, strategies and actions for how to improve health and healthcare using health IT**

- **Process began March 30, 2007**
- **Board and Leadership Council Oversight**
- **More than 100 stakeholders participated directly in development**
- **Vetted broadly through diverse stakeholders and associations**
- **Nearly 200 organizations participated in a broad variety of ways**
- **Outcome: Agreement on guiding principles, strategies and specific actions**

- High-performing healthcare system where:
 - **All those engaged in the care of the patient are linked together in secure and interoperable environments,**
 - **The decentralized flow of clinical health information directly enables the most comprehensive, patient-centered, safe, efficient, effective, timely and equitable delivery of care [1]**
 - **Where and when it is needed most – at the point of care.**

[1] Institute of Medicine, 2001.



In our vision, financial and other incentives are aligned to directly support and accelerate all of the key elements of transformation -- engaging consumers, transforming care delivery at the point of care, and improving population health -- in a secure, private, and trusted environment.

- **It is not a how-to guide on how to effectively implement health IT.**
- **It IS a guide to enhancing healthcare improvement strategies through use of health IT and health information exchange.**
- **Key elements:**
 - Shared Vision
 - Consensus principles, strategies and actions in 5 areas
 - Including timelines
 - Overview of current initiatives
 - Key resources

- ***It Takes a Region: Creating a Framework to Improve Chronic Disease Care [1]***
 - “create the environment and provide critical paths” for transforming care, which include:
 1. Data-Sharing for Performance Measurement
 2. Engaging Consumers
 3. Improving Health Care Delivery
 4. Aligning Benefits and Finances

[1] Wagner E., Austin B, Coleman C. *It Takes a Region: Creating a Framework to Improve Chronic Disease Care*. California HealthCare Foundation, 2006.

Framework for the Blueprint

Wagner Framework	eHI Blueprint Framework
Engaging Consumers	Engaging Consumers
Improving Health Care Delivery	Transforming Care Delivery at the Point of Care
Data-Sharing for Performance Measurement	Improving Population Health: Leveraging Electronic Clinical Data
Aligning Benefits and Finances	Aligning Financial and Other Incentives
	Managing Privacy, Security and Confidentiality

[1] Wagner E., Austin B, Coleman C. *It Takes a Region: Creating a Framework to Improve Chronic Disease Care*. California HealthCare Foundation, 2006.

1. Engaging Consumers

- Rachel Block, United Hospital Fund
- J. Leonard Lichtenfeld, MD, FACP, American Cancer Society

2. Transforming Care Delivery

- Michael J. Berkery, American Medical Association
- William F. Jessee, MD, MD, FACMPE, FACPM, Medical Group Management Association

3. Improving Population Health

- Brian F. Keaton, MD, FACEP, American College of Emergency Physicians
- J. Marc Overhage, MD, PhD, Indiana Health Information Exchange

4. Aligning Incentives

- John Glaser, PhD; Partners HealthCare System
- Allan Korn, MD, FACP; BlueCross BlueShield Association

5. Managing Privacy, Security & Confidentiality

- Robert D. Marotta; HLTH Corporation/WebMD
- Mark Frisse, MD, MBA, MSc; Vanderbilt Center for Better Health



ABOUT

KEY ELEMENTS

RESOURCES

Intro | **= Engaging Consumers =** | Transforming Care | Population Health | Aligning Incentives | Privacy, Security & C

KEY ELEMENTS -
ENGAGING
CONSUMERS

[Principles](#)

= Strategies & Actions =

[Key Initiatives](#)

[Resources](#)

[Case Examples](#)

Engaging Consumers

CONSUMER ENGAGEMENT IN HEALTHCARE

STRATEGY

1.
Compile and analyze research, literature, and best practices relevant to successful consumer engagement in HIT/HIE.

ACTIONS

1.1

2007	2008	2009	2010	2011	OR
ACTION					
An existing, trusted Federal Agency and/or NGO should compile and analyze research, literature, and best practices relevant to successful consumer engagement in HIT/HIE. (2007-2008)					
STAKEHOLDER					
<ul style="list-style-type: none"> ➤ Federal Agency ➤ NGOs 					

- **Phase I: Areas of consensus that form a plan for action at the national, state and local levels**
 - Phase I also identified areas where more work is needed
- **Phase II:**
 - Implement/support implementation of Phase I actions
 - Engage stakeholders to build elements into their work plans in the coming years
 - This process will tell us what is actionable
 - Monitor and Report on Progress
 - Catalyze dialogue on detailed issues where more work is needed

The Design of Financial Incentives:

- **Who benefits from health IT adoption and effective use? Who should help pay?**
 - Objective, quantitative data needed.

Policies for Information Sharing

- **Agreement in Principle; Details were debated, especially:**
 - Consumers should be able to limit which of their health information could be shared with which providers, in a manner compliant with HIPAA, when applicable.
 - Consumers should be able to limit how their personally identifiable medical information is used outside of care delivery (e.g. for research), consistent with all applicable federal, state and local law.

- **Breakout sessions on Blueprint Focus Areas:**
- **Led by co-chairs:**
 - Overview of each Focus Area
 - Practical Examples
 - Dialogue:
 - Reaction and Feedback
 - Critical Questions
 - How we operationalize
 - Discussion of areas that need more work
- **General session speakers also addressing key themes**

- **Search the Blueprint Online:**
 - www.ehealthinitiative.org/blueprint
- **Submit feedback to eHI**
 - Christine.Bechtel@ehealthinitiative.org
 - 202-624-3270